

**Tourism Board Meeting  
November 11th, 2004  
City Hall Board Room**

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**Board Members Present:** Lawrence McFall, Phil Mays, Tim Mantooth, Anne Moore, Jimmy Farlow and Laurie Moran

**Board Members Absent:** Dale Castiglione and Anil Patel

**Others in attendance:** John Gilstrap, Rosalee Maxwell, and Kevin Costello

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Phil Mays called the meeting to order.

Phil asked for a motion to have the minutes approved. Laurie M. moved to have the minutes approved Jimmy F. seconded.

**Committee Reports:**

**Communications Committee:** Rosalee, Laurie and Phil had a meeting where they recruited Bernard Baker, Libby O'Neil and Chuck Vipperman to help participate in the Communications committee. Laurie presented the Board with a proposed communications plan of action. (See Attachment) The plan included goals and target audiences. The next meeting of the Communications committee is November 30<sup>th</sup> at 12:00pm at the Comfort Inn.

**Historical Committee:** Although the historic committee did not have an opportunity to meet, Lawrence gave an update on the making of a historic brochure. The development of the brochure should mirror the efforts made by DDA in their banner project. The completion of the brochure will depend on the efforts on the banner project. John would like to see progress made on the historic district signage project be made before April. Kevin will be working with VDOT on another project and a wayfaring signage project with Danville acting as a "test bed" for this type of signage.

**Attraction Committee:** No report- will report next meeting.

**Restaurant Committee:** No report- will report next meeting.

**Budget Committee:** The budget committee has met twice to discuss next year's budget process. During this time it was discovered that next year will be a tight budgetary year with only flat budgets. In response to the meetings there have been some readjustments in staff responsibilities and assignments to get the most productivity out of the current personnel. Although some thought was given to separating the budget into different accounts this idea has been determined not to be a course of action. It was noted that the Tourism Board does have the ability to raise funds that can be used by the Tourism division for tourism promotion. The Board needs to set up a revolving account for this purpose.

The Motion was put forward by Laurie M. to set up a revolving account for the purpose of raising revenue through fundraising to be used by Tourism for tourism promotion. Jimmy F. seconded the motion. The vote was passed unanimously. John will work on setting up a revolving account for the Tourism board.

**New Business –**

- The City Manager has requested an attendance spreadsheet reflecting the past and present attendance of all City appointed boards. Rosalee will put the Tourism Board attendance spreadsheet together for the City Manager.
- A copy of the Tourism Board minutes will be put on the Parks, Recreation and Tourism website for the public to view.

**Old Business –**

- Nothing to report under old business

***The next Tourism Board meeting will be held on December 16th at 3:30 p.m. in the City Hall board Room.***